

**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

## Contract # 336636

<b>Schedule Dates</b>	10/13/12-10/22/12	<b>Date Entered</b>	10/12/12
<b>Advertiser</b>	Pol/Iss/NC Supreme Court Race (17043)	<b>Last Modified</b>	10/12/12
<b>Agency</b>	Innovative Advertising (2144)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Issue (1068)	<b>CO-OP</b>	No
<b>Brand</b>	1000 NC SUPR CT (139526)	<b>Headline #</b>	06371426
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	GUERRA, HEIDI	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	1000	<b>Commission</b>	\$20,122.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$114,027.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	NC SUPREME COURT ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Oct. 2012	115	\$134,150.00
<b>Grand Total:</b>	<b>115</b>	<b>\$134,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	4:30A- 4:59A (EST)	1	X	X	X	X	X			1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
2.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	4:30A- 4:59A (EST)	5	X	X	X	X	X			5	\$500.00	\$2,500.00	Charlotte (WSOC)		10/12/12
3.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	4:30A- 4:59A (EST)	1								1	\$275.00	\$275.00	Charlotte (WSOC)		10/12/12
4.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A- 5:30A (EST)	10	X	X	X	X	X			10	\$825.00	\$8,250.00	Charlotte (WSOC)		10/12/12
5.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5A- 5:30A (EST)	2								2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12
6.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A- 6A (EST)	1	X	X	X	X	X			1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
7.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:30A- 6A (EST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
8.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	5:30A- 6A (EST)	1								1	\$700.00	\$700.00	Charlotte (WSOC)		10/12/12
9.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A- 8A (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
10.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7A- 8A (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
11.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
12.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	8A- 9A (EST)	5	X	X	X	X	X			5	\$1,600.00	\$8,000.00	Charlotte (WSOC)		10/12/12
13.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	8A- 9A (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/12/12
14.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	6A- 7A (EST)							1		2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Charlotte, NC 28206-2700

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## Contract # 336636

### Schedule Dates

10/13/12-10/22/12

### Advertiser

Pol/Iss/NC Supreme Court Race (17043)

### Agency

Innovative Advertising (2144)

### Product

Political - Issue (1068)

### Brand

1000 NC SUPR CT (139526)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

GUERRA, HEIDI

### Phone/Fax

/

### CPE

1000

### Account Types

National/Political

### Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	115	\$134,150.00
<b>Grand Total:</b>	<b>115</b>	<b>\$134,150.00</b>

### Date Entered

10/12/12

### Last Modified

10/12/12

### Entered By

Jill Hipskind

### CO-OP

No

### Headline #

06371426

### Demo

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$20,122.50

### Net Total

\$114,027.50

### Sales Tax

### Billing Type

Standard

### Comments

NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		10/12/12
16.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	8A- 9A (EST)							1		2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
17.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	6A- 7A (EST)								1	2	\$450.00	\$900.00	Charlotte (WSOC)		10/12/12
18.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	7A- 8A (EST)								1	2	\$500.00	\$1,000.00	Charlotte (WSOC)		10/12/12
19.0	Normal Line / Spot	10/14/12-10/21/12	3	:30	8A- 9A (EST)								1	2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/12/12
20.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		1	X	X	X	X			1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
21.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	9A- 10A (EST)		1							1	\$500.00	\$500.00	Charlotte (WSOC)		10/12/12
22.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	9A- 10A (EST)		5	X	X	X	X			5	\$600.00	\$3,000.00	Charlotte (WSOC)		10/12/12
23.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	10A- 11A (EST)		1	X	X	X	X			1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
24.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	10A- 11A (EST)		1							1	\$600.00	\$600.00	Charlotte (WSOC)		10/12/12
25.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	10A- 11A (EST)		5	X	X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		10/12/12
26.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		1	X	X	X	X			1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
27.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	12P- 1P (EST)		1							1	\$650.00	\$650.00	Charlotte (WSOC)		10/12/12
28.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	12P- 1P (EST)		5	X	X	X	X			5	\$900.00	\$4,500.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

Accepted-Agency/Advertiser:

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# Contract # 336636

**Schedule Dates** 10/13/12-10/22/12  
**Advertiser** Pol/Iss/NC Supreme Court Race (17043)  
**Agency** Innovative Advertising (2144)  
**Product** Political - Issue (1068)  
**Brand** 1000 NC SUPR CT (139526)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** GUERRA, HEIDI  
**Phone/Fax** /  
**CPE** 1000  
**Account Types** National/Political

**Date Entered** 10/12/12  
**Last Modified** 10/12/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06371426  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,122.50  
**Net Total** \$114,027.50  
**Sales Tax**

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	115	\$134,150.00
<b>Grand Total:</b>	<b>115</b>	<b>\$134,150.00</b>

**Billing Type** Standard

**Comments** NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	12P-12:30P (EST)							1		2	\$600.00	\$1,200.00	Charlotte (WSOC)		10/12/12
30.0	Normal Line / Spot	10/14/12-10/21/12	2	:30	12P-12:30P (EST)							1		2	\$625.00	\$1,250.00	Charlotte (WSOC)		10/12/12
31.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	1	X	X	X	X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
32.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	4P-5P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Charlotte (WSOC)		10/12/12
33.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	4P-5P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)		10/12/12
34.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
35.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:30P-6P (EST)	5	X	X	X	X	X			5	\$1,700.00	\$8,500.00	Charlotte (WSOC)		10/12/12
36.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5:30P-6P (EST)	1								1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
37.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
38.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	6P-6:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12
39.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	6P-6:30P (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
40.0	Normal Line / Spot	10/13/12-10/20/12	2	:30	7P-7:30P (EST)							1		2	\$900.00	\$1,800.00	Charlotte (WSOC)		10/12/12
41.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	1	X	X	X	X	X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
42.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7P-7:30P (EST)	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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<b>Schedule Dates</b>	10/13/12-10/22/12	<b>Date Entered</b>	10/12/12
<b>Advertiser</b>	Pol/Iss/NC Supreme Court Race (17043)	<b>Last Modified</b>	10/12/12
<b>Agency</b>	Innovative Advertising (2144)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - Issue (1068)	<b>CO-OP</b>	No
<b>Brand</b>	1000 NC SUPR CT (139526)	<b>Headline #</b>	06371426
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	Normal
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	GUERRA, HEIDI	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	1000	<b>Commission</b>	\$20,122.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$114,027.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	

**Comments**  
NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

<b>Charlotte (WSOC)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month		
Oct. 2012	115	\$134,150.00
<b>Grand Total:</b>	<b>115</b>	<b>\$134,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7P- 7:30P (EST)	1		X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/12/12
44.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P- 7:56P (EST)	1	X	X	X	X	X			1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
45.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$2,900.00	\$14,500.00	Charlotte (WSOC)		10/12/12
46.0	Normal Line / Spot	10/22/12-10/22/12	2	:30	7:30P- 7:56P (EST)	1		X						1	\$2,900.00	\$2,900.00	Charlotte (WSOC)		10/12/12
47.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	7A- 8A (EST)	1	X	X	X	X	X			1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		10/12/12
48.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5A- 5:30A (EST)	2	X	X	X	X	X			2	\$825.00	\$1,650.00	Charlotte (WSOC)		10/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

$$\begin{array}{r} 114027.50 \\ 51578 \\ \hline 62449.50 \end{array}$$

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PROGRAM : NEWS
RA35+   : 1.7
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OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500A-530A	30		\$825.00	10/12	10/12	2		FRI M-F	2
PROGRAM : NEWS												
RA35+ : 2.6												
5			500A-530A	30		\$825.00	10/15	10/19	10		M-F	10
PROGRAM : NEWS												
RA35+ : 2.6												
6			500A-530A	30		\$825.00	10/22	10/22	2		MON	2
PROGRAM : NEWS												
RA35+ : 2.6												
7			530A-600A	30		\$700.00	10/12	10/12	1		FRI M-F	1
PROGRAM : NEWS												
RA35+ : 2.6												
8			530A-600A	30		\$700.00	10/15	10/19	5		M-F	5
PROGRAM : NEWS												
RA35+ : 2.6												
9			530A-600A	30		\$700.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
RA35+ : 2.6												
10			700A-800A	30		\$1,700.00	10/12	10/12	1		FRI M-F	1
PROGRAM : GMA												
RA35+ : 4.9												
11			700A-800A	30		\$1,700.00	10/15	10/19	5		M-F	5
PROGRAM : GMA												
RA35+ : 4.9												
12			700A-800A	30		\$1,700.00	10/22	10/22	1		MON	1
PROGRAM : GMA												
RA35+ : 4.9												
13			800A-900A	30		\$1,600.00	10/12	10/12	1		FRI M-F	1
PROGRAM : GMA												
RA35+ : 4.9												

OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			800A-900A	30		\$1,600.00	10/15	10/19	5		M-F	5
PROGRAM : GMA												
RA35+ : 4.9												
15			800A-900A	30		\$1,600.00	10/22	10/22	1		MON	1
PROGRAM : GMA												
RA35+ : 4.9												
16			600A-700A	30		\$500.00	10/13	10/20	1		SAT	2
PROGRAM : NEWS												
RA35+ : 3.0												
17			700A-800A	30		\$550.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
RA35+ : 3.0												
18			800A-900A	30		\$800.00	10/13	10/20	1		SAT	2
PROGRAM : SAT GMA												
RA35+ : 3.9												
19			600A-700A	30		\$450.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.4												
20			700A-800A	30		\$500.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.4												
21			800A-900A	30		\$800.00	10/14	10/21	1		SUN	2
PROGRAM : SUN GMA												
RA35+ : 3.1												
22			900A-1000A	30		\$500.00	10/12	10/12	1		FRI	1
PROGRAM : KELLY												
RA35+ : 2.7												
23			900A-1000A	30		\$500.00	10/22	10/22	1		MON	1
PROGRAM : KELLY												
RA35+ : 2.7												

OCT11/12 17.27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24			900A-1000A	30		\$600.00	10/15	10/19	5		M-F	5
PROGRAM : KELLY												
RA35+ : 2.7												
25			1000A-1100A	30		\$600.00	10/12	10/12	1		FRI	1
PROGRAM : KATIE												
RA35+ : 3.0												
26			1000A-1100A	30		\$600.00	10/22	10/22	1		MON	1
PROGRAM : KATIE												
RA35+ : 3.0												
27			1000A-1100A	30		\$700.00	10/15	10/19	5		M-F	5
PROGRAM : KATIE												
RA35+ : 3.0												
28			1200N-100P	30		\$650.00	10/12	10/12	1		FRI	1
PROGRAM : NEWS												
RA35+ : 3.6												
29			1200N-100P	30		\$650.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
RA35+ : 3.6												
30			1200N-100P	30		\$900.00	10/15	10/19	5		M-F	5
PROGRAM : NEWS												
RA35+ : 3.6												
31			1200N-1230P	30		\$600.00	10/13	10/20	1		SAT	2
PROGRAM : NEWS												
RA35+ : 3.4												
32			1200N-1230P	30		\$625.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS												
RA35+ : 2.9												
33			400P-500P	30		\$850.00	10/12	10/12	1		FRI	1
PROGRAM : DR OZ												
RA35+ : 2.5												



OCT11/12 17.27  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34			400P-500P PROGRAM : DR OZ RA35+ : 2.5	30		\$850.00	10/15	10/19	5		M-F	5
35			400P-500P PROGRAM : DR OZ RA35+ : 2.5	30		\$850.00	10/22	10/22	1		MON	1
36			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/12	10/12	1		FRI M-F	1
37			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/15	10/19	5		M-F	5
38			530P-600P PROGRAM : NEWS RA35+ : 5.1	30		\$1,700.00	10/22	10/22	1		MON	1
39			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/12	10/12	1		FRI	1
40			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/15	10/19	5		M-F	5
41			600P-630P PROGRAM : NEWS RA35+ : 6.3	30		\$2,000.00	10/22	10/22	1		MON	1
42			700P-730P PROGRAM : NEWS RA35+ : 4.3	30		\$900.00	10/13	10/20	1		SAT	2
43			700P-730P PROGRAM : INSIDE EDITION RA35+ : 6.3	30		\$2,000.00	10/12	10/12	1		FRI M-F	1

REP HEADLINE# 6371426  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 OCT11/12 17.27  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
44			700P-730P	30		\$2,000.00	10/15	10/19	5		M-F	5
PROGRAM : INSIDE EDITION												
45			700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : INSIDE EDITION												
46			730P-800P	30		\$2,900.00	10/12	10/12	1		FRI M-F	1
PROGRAM : ET												
47			730P-800P	30		\$2,900.00	10/15	10/19	5		M-F	5
PROGRAM : ET												
48			730P-800P	30		\$2,900.00	10/22	10/22	1		MON	1
PROGRAM : ET												
OCT/12 134150.00												CONTRACT TOTAL 134150.00
												TOTAL SPOTS 115

MARKET TOTALS \$335,375 WSOC 40% WBTW 29% WCNC 20% WCCB 7% WJZY 2% WMYT 0% WAXN 2%  
 CABL 0%

SVC- NSI  
 DEMOS- RA35+\*

# **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> WSDC-TV	<b>Date:</b> 10/11/12
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I, Heidi Guerra  
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

<b>Total Charges:</b>	Gross \$134,150.00
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This broadcast time will be used by: North Carolina Judicial Coalition

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A			
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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

N.C. Judicial Coalition		
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

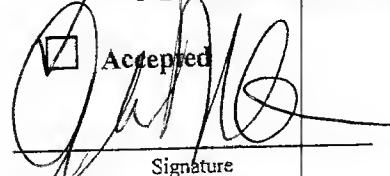
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/11/12      Heidi Guerra      985-377-7161  
 Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
  
 Signature      Printed Name      Title